



Hosting Community Reuse Events

Introduction

MassDEP Municipal Waste *Reduction Toolkit*



Your residents have mastered recycling their bottles and cans, but what about those other more difficult items like cell phones and furniture and miscellaneous household goods that are unwanted but still useful?

Consider having a one-day recycling and reuse event! Residents will be thrilled to have an opportunity to find a home for those things they can't recycle curbside or have the heart to throw away and your town accountant will be thrilled they didn't literally throw money away!

There are many types of reuse events your community may wish to host – whether it's a multi-faceted collection event like Concord, Massachusetts annual "Swap and Drop", or collecting recyclables at an event like a county fair, folk festival or Earth Day event.

Whatever it is you're looking for, this module provides municipal recycling coordinators with easy-to-use how-to information on organizing and hosting these types of recycling and reuse events. And to help determine how successful your event was, we've also included a materials conversion table to estimate the tonnage of likely materials to be collected.





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MassDEP Municipal Waste Reduction Toolkit



Below is a list of the items contained within this module. Please note all items described below are included in electronic format. Items followed by a **checkmark (✓)** are provided in a modifiable format. You are encouraged to customize these items to best meet the needs of your community.

Reuse and Recycling Collection Event:

- ⇒ What is a Reuse and Recycling Collection Event?
- ⇒ How to Organize a Reuse and Recycling Collection Event ✓
- ⇒ CASE STUDY: Concord's Drop and Swap
- ⇒ CASE STUDY: Reuse and Recycling Event – “Regional 5 Town Reuse Project” (Tewksbury, Andover, North Andover, Lowell and Lawrence, Massachusetts)
- ⇒ CASE STUDY: Southeast Regional Recycling Partnership (SERRP) Reuse/Recycle/Donate Days
- ⇒ Sample Publicity Flyer ✓
- ⇒ Sample Reuse Listing ✓
- ⇒ Sample Press Releases ✓

Special Event Recycling

- ⇒ Special Events Waste Reduction and Recycling Guide - Franklin County Solid Waste Management District
- ⇒ Best Management Practices Guidebook for Special Event Generated Waste in Rural Communities – Northeast Recycling Council (NERC)
- ⇒ “Trash Free” Festival for the Eno; Durham, North Carolina
- ⇒ Special Events – “Special Events Recycling Toolkit: Guidelines for Event Planners; Eugene, Oregon

Materials Conversion Chart for Estimating Tonnage Collected





Hosting Community Reuse Events

How to Organize an Event

MassDEP Municipal Waste Reduction Toolkit



What is a Recycling and Reuse Event?

Recycling and reuse events have grown in popularity across Massachusetts, especially in curbside communities that don't have access to a drop-off or "swap shop" where residents can leave their gently used but still useful items for others. The old adage *"one person's trash is another person's treasure"* still rings true!

In addition to swapping items (the "reuse" portion of the event), many communities have added expanded recycling services to residents for items that can't be left curbside, such as furniture, appliances and household hazardous waste, as well as collections for other items like cell phones, electronics and clothes, that can be recycled through vendors at the event.

Why Should My Community Host a Recycling and Reuse Event?

Given the opportunity, most people really do want to do the right thing when it comes to recycling. One of the biggest challenges cited for people *not* recycling these more difficult items is easy access to the types of services needed to get the materials recycled. This even is that opportunity – it's a veritable one stop recycling bonanza!

And, chances are, it will save your community money on disposal fees, and what's not to love about that?

Okay, I'm convinced. Where do I start?

Here are your initial questions as you begin to plan a reuse and recycling event.

- ⇒ What type of event will you hold?
- ⇒ When will you hold the event?
- ⇒ What event tasks can you carry out and what tasks will you need to contract for services?
- ⇒ How much will the event cost you?
- ⇒ How will you pay for the event, or get others to help you?
- ⇒ What is the schedule for event preparation?
- ⇒ What will be your measure of success for the event (e.g., quantity of material, number of participants, etc.)?

A three-month time frame should allow you to plan and coordinate a smooth event. Local government decision-making processes can sometimes add to the time needed at the beginning of your planning process. If you are working in partnership with others, some planning time should be devoted to sorting out roles and responsibilities, including funding, BEFORE initiating other planning details.

To help you get started, we've created a step-by-step guide (with a little help from our friends at the EPA) that will take you from the start to finish of your event.

We've also included 3 case studies from Massachusetts communities who've successfully hosted these types of events as well as sample handouts, flyers and press releases to promote your event.

